Media in Social Studies

* Facilitate a discussion of the relationship between **media and terrorism**. What use do terrorists make of various media? How do terrorists manipulate the news media into communicating their messages and furthering their causes? In recent years, how have terrorists used self-produced Web sites and video to achieve their objectives? How dependent are terrorists on media messages about their activities? Prepare for this discussion by defining the word, "terrorism." How is terrorism different from any other combat? Then, have student groups analyze the media coverage of a selected terrorist act based on the questions listed here and then share their findings with the class.
* Examine the **television advertising strategies of the 2004 or 2008 presidential election**. Using data from the [Online NewsHour's Ad War report](http://www.pbs.org/newshour/bb/media/july-dec04/adwar_9-22.html) and the [Nielsen Monitor-Plus and The University of Wisconsin Advertising Project](http://www.nielsenmonitorplus.com/in_the_news/releases/PoliticalReleaseAugust%2027,2004.htm), discuss why candidates choose not to air campaign spots in certain markets. Would students have made the same spending decisions? What outcomes do students think resulted from such campaign advertising? Have students create a computer slide presentation that includes key points, statistics for each candidate and sample advertisements.
* As an introduction or a culmination to a traditional unit of study, ask students to **create short videos or multimedia presentations** about a particular geographic region, event or era. Include discussion and reflection about the production process: how did students select images? What did they leave out? Classes which are especially interested in this type of activity might want to check out [**National History Day**](http://www.nationalhistoryday.org/) information.
* Ask students to keep a record of their families' **media consumption** for one week (computers, TV, radio, etc.) Compare the amount of time spent using different media. Compare media consumption in the U.S. to other countries. (Try [E-Pals](http://www.epals.com/) or [Global Schoolhouse](http://www.globalschoolhouse.com) to find partner classes in other countries.) Students might also **explore how foreigners perceive American media**, including film, TV, and music.
* Focus on one current event and **compare how the issue is presented in a number of articles, TV broadcasts, etc**. Don't forget online news sources like [CNN](http://www.cnn.com/), [MSNBC](http://www.msnbc.com/), and [The Online NewsHour](http://www.pbs.org/newshour).